Cartographic Style and
The Importance of Type

Christopher Wesson
“But I only make GIS maps”

‘There’s no such thing as GIS maps...You can do a lot by combining GI Systems with GI Science. One function of which is to make maps. But they’re not a special breed. They’re just maps, much like you’d make a map using many other tools.

It’s true that many maps made using GIS have a similar appearance but that’s the fault of the person making them because they do not go beyond the defaults.’

Ken Field,
Senior Cartographic Production Engineer at ESRI
Style for understanding
‘GIS maps’
‘GIS maps’
Better Mapping 2017

‘GIS maps’

Map showing total rainfall from Aug. 24 to Sept. 1 with specific rainfall amounts for different locations. The path of Harvey's movement is indicated with markers for 8 p.m. Wednesday, 8 p.m. Saturday, 2 a.m. Tuesday, and 2 p.m. Friday.
Rainfall totals by day

Friday, Aug. 25

Saturday

Sunday

Monday

Tuesday

Wednesday
Styling

Modern GIS makes it quick and easy to adjust cartographic style

+ Live colour changing
+ Intelligent/smart pre-sets
Style for purpose and audience
GIS analysis: World Oil
GIS analysis: Smart Cities

OS have captured and attributed...

- Total features: 40,382
- 3,404 Polygons
  - Pedestrian crossings
  - Parking bays
  - Tactile paving
  - Traffic islands
  - and more...
Cartographic style — summary

The concept of style is applicable to every type of map and deliberately developed style is important not only for aesthetics but also for better perception of the map’s geographic data.

Giedre Beconyte,
Professor at GIS-Centras, Vilnius University
Style includes text
Text is a cartographic incongruity

Text explains what the visual can’t
but it quickly ‘dirties’ an otherwise clean presentation

So in order for the text to aid not distract:

• It should have good position, size & hierarchy
• Be in keeping with the theme and purpose of the map
• Achieve a balance between aesthetic and legible
Labelling

Most GIS software allows you to write rules or adjust settings to control labels.

ESRI have advanced labelling options known as Maplex. It’s not simple but depending on your use can be worthwhile.

In fact the entire text of OS VectorMap District is sized and placed automatically with Maplex.
Labelling

In v2.12, QGIS introduced advanced label placement options and rule-based labelling.

I ran a workshop on QGIS labelling, on behalf of OS, at the QGIS Scotland user group in 2015:

- Workshop booklet: goo.gl/uv3og1
- Data and QGIS project files: goo.gl/YzrDpd

I also have label expressions on my blog.
Font and theme

Those of us lucky enough to make UFO maps

Loxley: Robin Hood theme
Corporate A: Mercedes-Benz

FACE YOUR FEARS: HORROR THEME

BISCUITS
A very British obsession
O Bolsa Atleta, maior programa de patrocínio direto a esportistas de alto rendimento do Brasil, não é suficiente para diminuir as disparidades entre o eixo Rio-São Paulo e o resto do país no cenário dos esportes olímpicos.

Levantamento realizado pela Folha com dados do Ministério do Esporte mostra que os Estados da região Sudeste, onde estão os principais centros de treinamentos e clubes — bem como as maiores empresas com potencial para patrocinar as modalidades olímpicas — concentram a grande maioria dos atletas beneficiados pelo programa do governo federal.

Criado em 2005, o Bolsa Atleta beneficia atualmente pouco mais de 6.000 esportistas praticantes de modalidades olímpicas. Mais da metade deles declarou à pasta de Esporte como local de residência.

Só as capitais paulista e fluminense concentram quase 1.400 beneficiados pelo programa, mesma quantidade das regiões Norte, Nordeste e Centro-Oeste juntas.

Mesmo se levada em consideração a maior concentração populacional na região Sudeste, a disparidade continua. A relação de bolsistas por milhão de habitantes é de 39,5 no Sudeste contra 13,1 no Norte; 14,1 no Nordeste; e 26,3 no Centro-Oeste.
Font — embellishment

Navi Mumbai is the satellite city of Mumbai proposed in the 1970s and still under development by the State Government. It is located across the estuary from Mumbai, sandwiched between hills and a tropical mangrove wetland. Continuing the history of land reclamation in Mumbai, almost all of Navi Mumbai is also reclaimed. Today there are several issues plaguing this young city – lack of identity, arbitrary development in the face of international investment, economically unbalanced Nodes/Townships, reduced quality of life for most people and the emergence of slums only in 45 years.

Therefore, through this project, I would like to design a new increment of Navi Mumbai that is informed by the natural condition of the site and its existing settlement patterns. The plan incorporates the former rural villages into a new service sector economy using the essential qualities of landform and water to give the new settlement its identity.

The site selected is Ulwe, a node just beginning to develop in southern Navi Mumbai. Within Ulwe, one of the villages, Bamandongri, is my focus area, an area of approximately 1 sq mile. The work piece that I am introducing is the Indian film industry since it has no central location in the country. The monsoon channel through site forms the arteries and commerce its heart, easily connected to public transit and housing. The consolidated experience of nature interspersed with surreal film images will captivate not only the “common man” but also tourists, businesspeople and film makers. I hope that this plan will provide a framework for greenfield development in India.
Font — embellishment
Explanation of Symbols

TNC has protected or helped to protect over 700,000 acres of land in New York with nearly 800 unique deals, and over 2,000 individual parcels since 1954. We employ several types of protection strategies. We identify four categories defined as follows:

**Fee**: Land that TNC purchased and still owns and manages.
**Transfers**: Land that TNC has purchased or had donated, either in fee or easement, and then transferred ownership to another organization, primarily NY state.
**Easements**: Land that TNC has purchased (or had donated) the development rights on and maintains monitoring to ensure conservation objectives are met.
**Assists**: Land that TNC has helped another organization protect, usually through financial loans or legal assistance.

The circles depicted on this map are not to scale. Rather, they are generalized cartographic representations of the relative size of the land deal.
Thank you

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